

October 1, 2010

ELECTRONIC FILING

Marlene H. Dortch
Secretary
Federal Communications Commission
445 Twelfth Street, S.W.
Washington, D.C. 20554

Re: Ex Parte Presentation in MB Docket No. 10-56

Dear Ms. Dortch:

Pursuant to Section 1.1206(b) of the Commission's Rules, this letter serves to notify the Commission that on September 29, 2010, Frank Washington, CEO and Founder of Crossings TV ("Crossings"), met with Dave Grimaldi, Eloise Gore, and Angela Kronenberg of the Office of Commissioner Clyburn.

The parties discussed the above-captioned proceeding. Mr. Washington informed the FCC that Crossings is a leading multi-ethnic video programmer carried on cable systems nationwide, including cable systems owned by Comcast. Mr. Washington indicated his support for the proposed transaction and his opinion that the Commission should refrain from imposing conditions on the transaction, which would have the unintended consequence of decreasing diversity in television programming. He also provided the Commission staff members with the attached informational overview of Crossings.

Should you have any questions, please do not hesitate to contact me.

Marlene H. Dortch
October 1, 2010
Page 2

Sincerely,

/s/ Frank Washington

Frank Washington

Attachment

cc: Dave Grimaldi
Eloise Gore
Angela Kronenberg



CROSSINGS

Targeting the
Future...Now



where cultures meet





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Mission Statement

To fulfill the entertainment and information needs of ethnic communities through locally-oriented, produced and marketed programming, and digital content.

This provides an effective means for advertisers, government agencies, non-profit organizations, and others to reach targeted demographics with a unique, grassroots connection.



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Crossings TV in California's Central Valley

About Crossings TV In the Central Valley of California

Crossings TV is the only multicultural television station in the greater Central Valley of California. In a study by the Civil Rights Project at Harvard University and featured in TIME magazine, Sacramento was named the most diverse city in the United States. The city bustles with a variety of cultures and ethnic backgrounds. According to the U.S. Census Bureau, there are an estimated 649,000 Asian Americans and 120,000 first generation Russian/Ukrainian persons within Crossings TV's reach. Crossings TV serves the Cambodian, Chinese, Filipino, Hmong, Korean, Russian/Ukrainian, South Asian, Thai/Laotian, and Vietnamese communities in the Central Valley.

**Chico, Oroville, Yuba City,
Marysville, CA**

**Comcast Channel 238
(Digital Basic)**

**Sacramento, Stockton, Modesto,
CA**

**Comcast Channel 238
(Digital Basic)**

**Additional coverage:
Broadcast/Over-the-Air (analog)
channel 8 – Can be seen in many
areas within Sacramento, Roseville,
El Dorado Hills and Rancho Cordova.**

**Fresno, Visalia, Merced,
Hanford, Tulare, CA**

**Comcast Channel 238
(Digital Basic)**



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Crossings TV in New York City

About Crossings TV in New York City

A major gateway point for immigrants, New York City is culturally rich and diverse. The Asian population in New York City grew by 14 percent between 2000 and 2006, from 872,777 to 999,030, according to the Asian American Federation Census Information Center.

Time Warner Cable Coverage on Channel 503

Crossings TV serves Manhattan, Queens, Brooklyn, Staten Island, Mt. Vernon and Bergen County, New Jersey with programming in Chinese, Korean, Russian/Ukrainian, and Asian Indian.



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Crossings TV is the vehicle

- **Over Comcast Channel 238, Crossings reaches 850,000 households in the Central Valley of California.**
- **Crossings can be seen by 1.2 million households and an estimated target audience of 724,000 persons in New York City with Time Warner Cable.**
- **Comcast and Time Warner Cable are the two largest cable television providers in the world.**



**Channel 238
Sacramento/Stockton/Modesto/
Fresno/Chico
Since October 2005**



**Channel 503
New York City
Since December 2008**



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Opportunity: Growing U.S. Immigration

- Between 1966 and 2008, 55% of the US population's growth of 100 million came from legal immigrants and their US-born children.



- 2007 Legal Permanent Resident Flow by Country of Birth (largest 4):
 - Mexico
 - China
 - Philippines
 - India
- **Over the next 50 years, ethnic minorities will make up 90% of the population growth. 82% of that growth will come from immigrants newly entering the United States.**

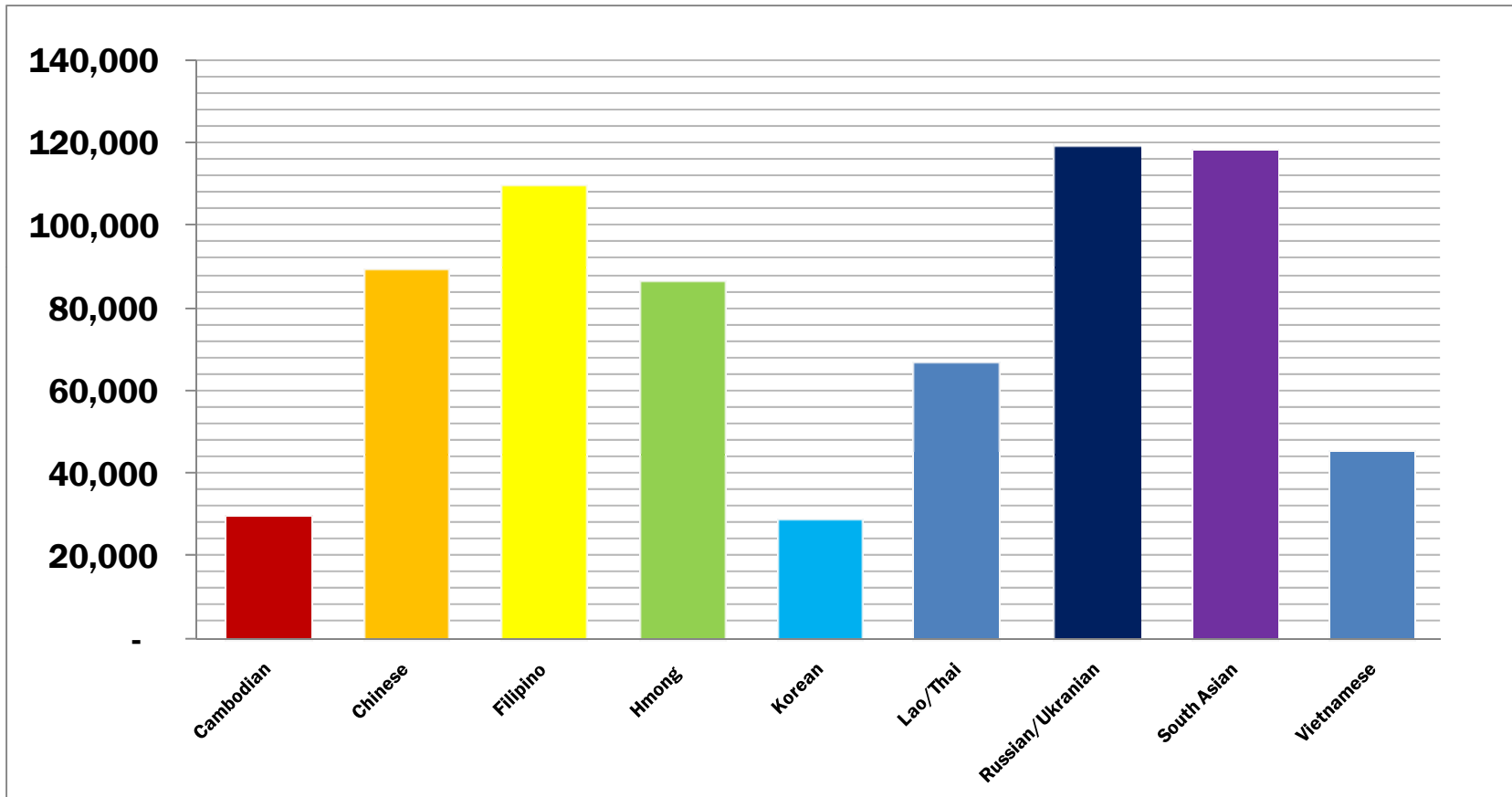
Sources: Presidential Task Force on New Americans, 12/08.

Selig Center for Economic Growth Report 2007



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Multicultural Audiences for California's Central Valley

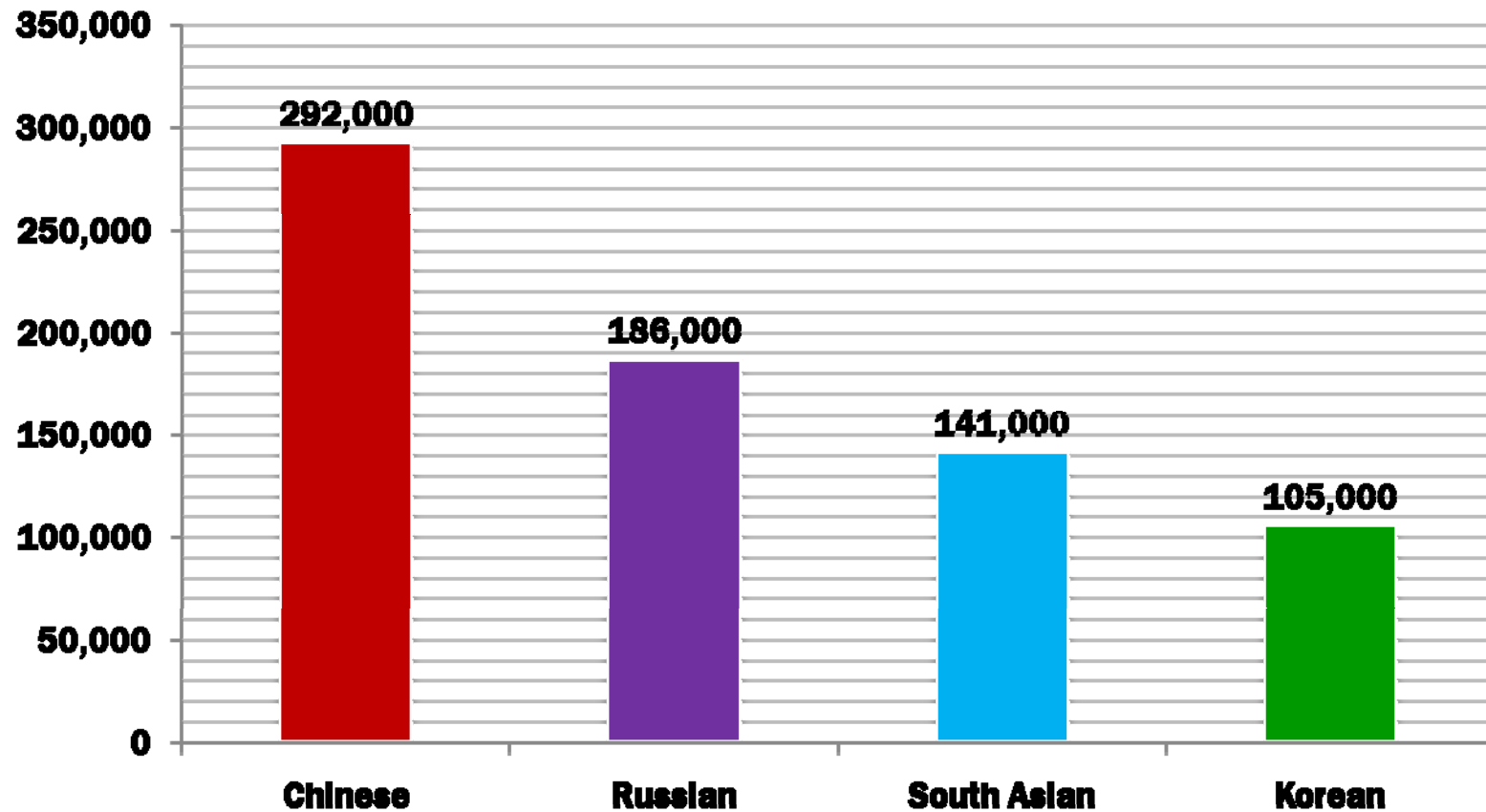


Source: Total Population 2000 American Community Survey (U.S. Census Bureau) except where * is indicated, which is 2004 American Community Survey.



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Multicultural Audiences for New York City



Source: Total Population 2000 American Community Survey (U.S. Census Bureau) except where
* is indicated, which is 2004 American Community Survey.



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Multicultural Advertising Strategy for the Changing Landscape

"Minorities consume more media than the general market and respond directly to the media that are targeting them."

- *Samuel Chisholm, CEO, The Chisholm-Mingo Group*

"Ethnic media is visceral and emotional and speaks the language of the community. It is the ultimate sales tool."

- *Byron Lewis, CEO, Uniworld (ad agency)*

"Being a mainstream company is not going to work for you anymore. You have to be aware of cultural differences."

- *William Orton, Director of Target Marketing, Metropolitan Life Insurance Company*

"We began formally in the Asian market back in the early 1980's. There is certainly a good return on investment, more than anything else."

- *William Orton, Director of Target Marketing, Metropolitan Life Insurance Company*

"Almost 30 percent of the population is people of color, destined to be 53 percent by 2040. Who is committing marketing suicide by ignoring that market?"

- *Al Schreiber, Managing Partner, New America Strategies Group*



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The Crossings Network



<u>DMA</u>	<u>Projected Rollout</u>
Central Valley, CA	Current
New York	Current
San Francisco	7/2011
Chicago	7/2011
Los Angeles	7/2011
Wash DC/Balt	7/2011
Houston	1/2012
Seattle	1/2012
San Diego	1/2012



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Potential Asian Television Market



Market	Annual TV Advertising Sales	Asian Market TV Advertising Potential	Asian Market Potential as % of Market Sales
New York	\$2,300,000,000	\$55,228,000	2.4%
Los Angeles	\$1,528,000,000	\$40,145,000	2.6%
Chicago	\$1,288,000,000	\$15,391,000	1.2%
San Francisco	\$718,000,000	\$26,127,000	3.6%
Wash/Baltimore	\$708,000,000	\$11,986,000	1.7%
Houston	\$522,000,000	\$8,779,000	1.7%
Seattle	\$393,000,000	\$5,620,000	1.4%
Central Valley	\$340,000,000	\$8,019,000	2.4%
San Diego	\$327,000,000	\$7,354,000	2.2%
Total	\$8,124,000,000	\$178,650,000	2.2%

Source: Claritas/Nielsen Media Research

“Targeting ‘multicultural’ Americans will be paramount for [Coca Cola] over the next decade.”







--Katie Bayne, North American CMO, Coca-Cola, Multichannel News 11/18/2009



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Asian Television Competitive Landscape

( = credible competition)

Current Markets							
	<u>Chinese</u>	<u>Filipino</u>	<u>Vietnam</u>	<u>Hmong</u>	<u>SoAsian</u>	<u>Korean</u>	<u>Russian</u>
Central Valley	76K	118K	42K	70K	74K	18K	120K
New York City	 601K	196K	32K	0	501K	 215K	682K
Additional Target Markets							
	<u>Chinese</u>	<u>Filipino</u>	<u>Vietnam.</u>	<u>SoAsian</u>	<u>Korean</u>	<u>Russian</u>	
Chicago	85K	104K	19K	153K	60K	220K	
Houston	66K	33K	79K	77K	15K	24K	
LA	 453K	452K	283K	134K	 319K	225K	
San Diego	38K	151K	39K	14K	16K	37K	
SF	 537K	376K	177K	183K	 71K	110K	
Seattle	68K	79K	54K	31K	59K	63K	
DC/Balt	105K	68K	64K	127K	106K	147K	

Source: Claritas, Nielsen Media Research

BOLD = TARGET, NOT BOLD = NOT TARGET



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www.CrossingsTV.com



Internet-extension

- Extends our platform.
- Drives viewership to Crossings television.
- Incremental revenue.
- Potential to supplant cable & satellite over time.



NO INTERNET REVENUE IS CURRENTLY INCLUDED IN OUR BUSINESS PLAN.

- Internet spending is projected to be \$106.6B worldwide by 2011. (Source: http://www.facebook.com/note.php?note_id=19002832822).
- Since adding video to our website, monthly page views have grown from 18k page views to 208k in 9 mos.



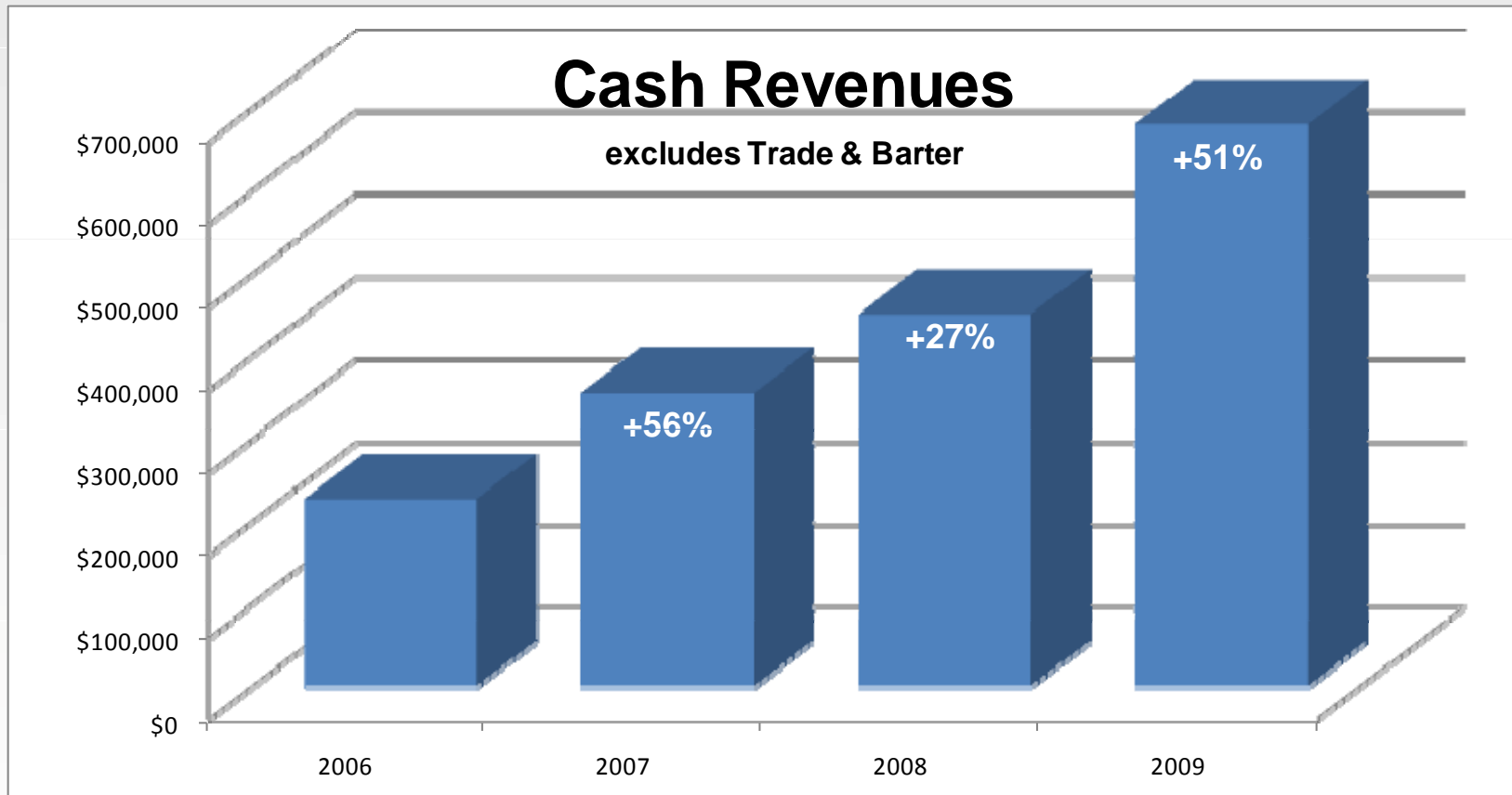




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Revenue

Consistent Performance Growth



Reasons for growth: A resourceful, skilled team exploiting untapped opportunities.



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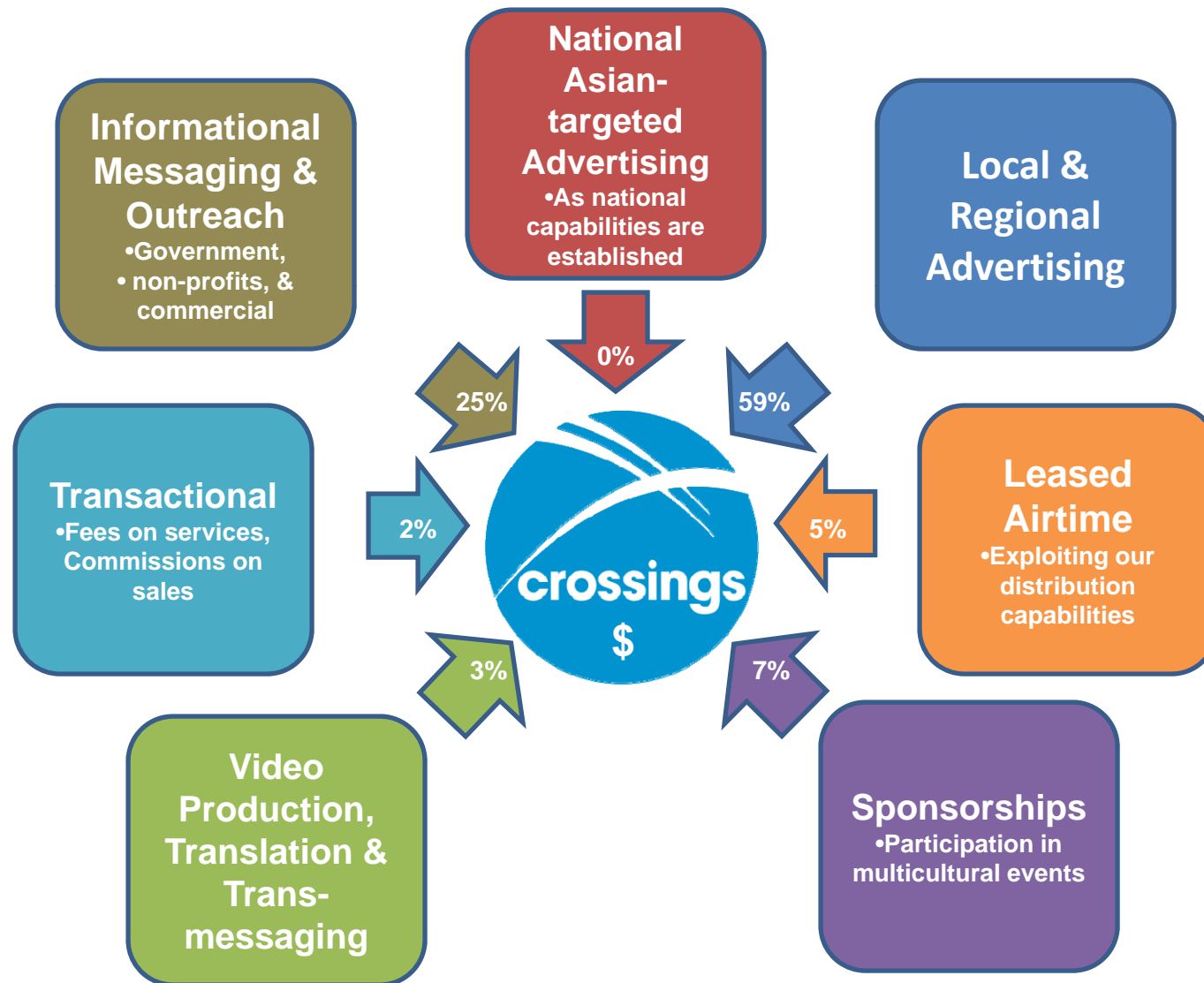


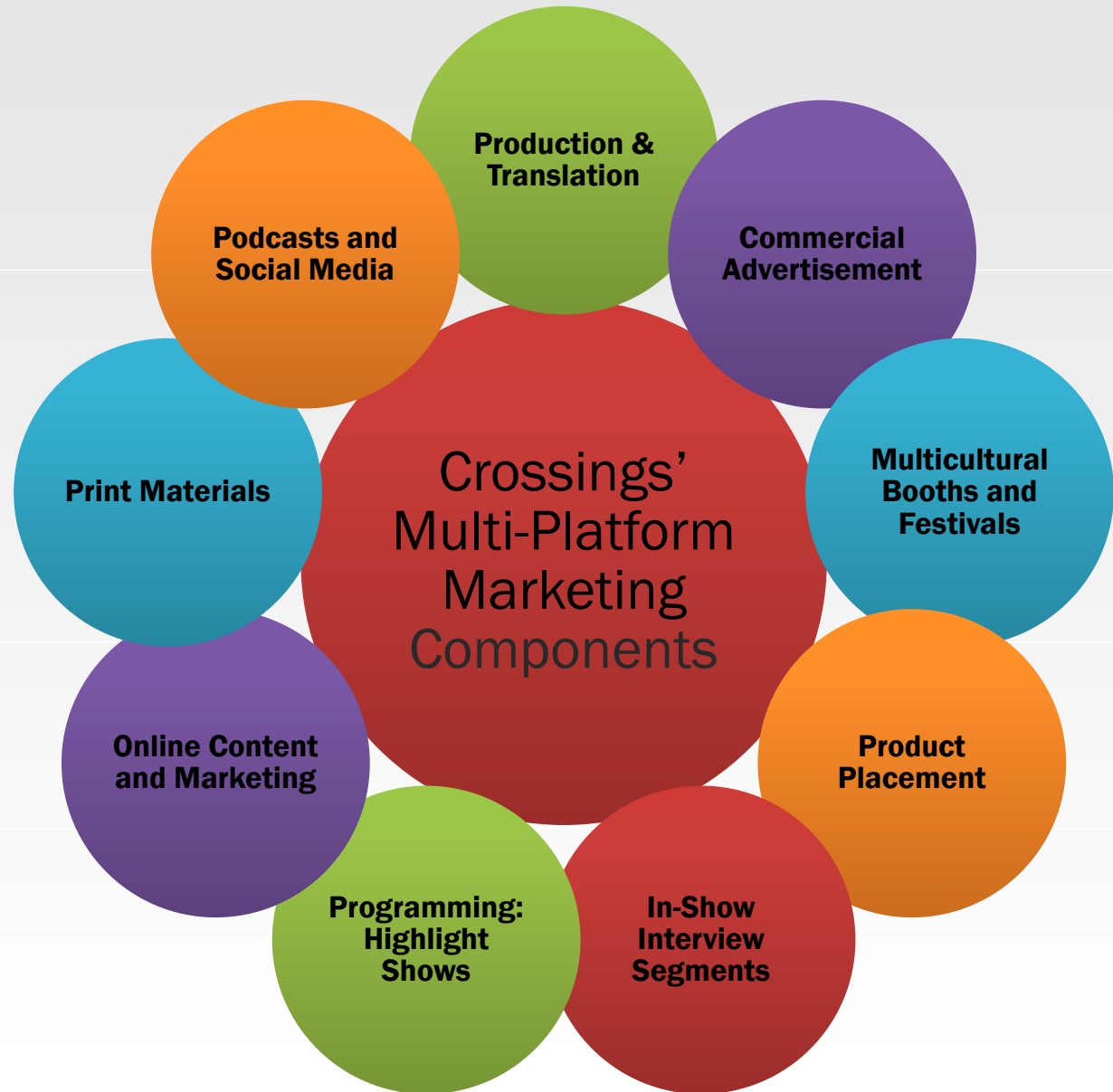
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Revenue Model

Sources in addition to traditional advertising

2009 % Ttl Revenue







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Diversified List of Partners

Organizations adding multicultural marketing to their advertising mix

Aquamarine Jewelers
Asian Resources
Cache Creek Casino
California Court Interpreters
California Dept. of Consumer Affairs
City of Sacramento
City of Stockton
Comcast
Farmers Insurance
Ford Dealers Association
Fresno Municipal Utilities District
Galt Market
Grocery Outlet
Kuvara Law Firm



i'm lovin' it™



TOYOTA

**WELLS
FARGO**

McDonald's
Pacific Rim Street Festival
People Reaching Out
Philippine National Bank
Reeves & Associates
Sacramento Municipal Utility District
State Farm Insurance
Thunder Valley Casino
Time Warner Cable
Toyota
University of Phoenix
U.S. Postal Service
Wells Fargo
Xoom

... and MANY MORE!



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2009 Informational Messaging & Outreach Partners (2009 Revenue)

- Asian Pacific Islanders American Public Affairs Association (\$5.0K)
- Asian Resources (\$2.0K)
- CA Dept Consumer Affairs (\$9.1K)
- Center for Multicultural Cooperation (\$5.0K)
- City of Stockton (\$4.0K)
- Education for Healthy Choices (\$5.0K)
- First 5 (\$20.2K)
- NeighborWorks (\$8.0K)
- Pacific Gas & Electric (\$1.3K)
- Pacific Tech Charter School (\$1.5K)
- People Reaching Out (\$22.3K)
- Rotary Club of Sacramento (\$2.0K)
- Sacramento City Unified School District (\$1.5K)
- Sacramento County (\$25.0K)
- Sacramento Employment & Training Agency (\$1.6K)
- Sacramento Municipal Utility District (\$11.0K)
- U.S. Dept Housing & Urban Development (\$8.0K)
- Visions in Education (\$7.1K)

EXAMPLE

PARTNER:	People Reaching Out
MESSAGING:	Teen-age Drug & Alcohol Prevention (multimedia)
TARGET:	Chinese, Filipino, Hmong, Russian
VALUE:	\$23,500 – Sold, Additional \$75,000 – Pending





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Programming and Content

Attractive, Local, Low Cost, Relevant

Rising talent from the **ACADEMY FOR CAREERS IN TELEVISION AND FILM, NYC**

- Excellent labor & equipment at almost no cost



- Committed local producers
- Low cost cultural event highlight shows
- Translated mainstream

Strategic Relation with
International Aggregator

SOUTH ASIAN NYC: CINEMAYA MEDIA

- 50%-50% Revenue Split
- They serve as our NYC rep for all languages
- No up-front costs to Crossings
- Deals between CM & programmer
- As language block rev grows, can re-negotiate

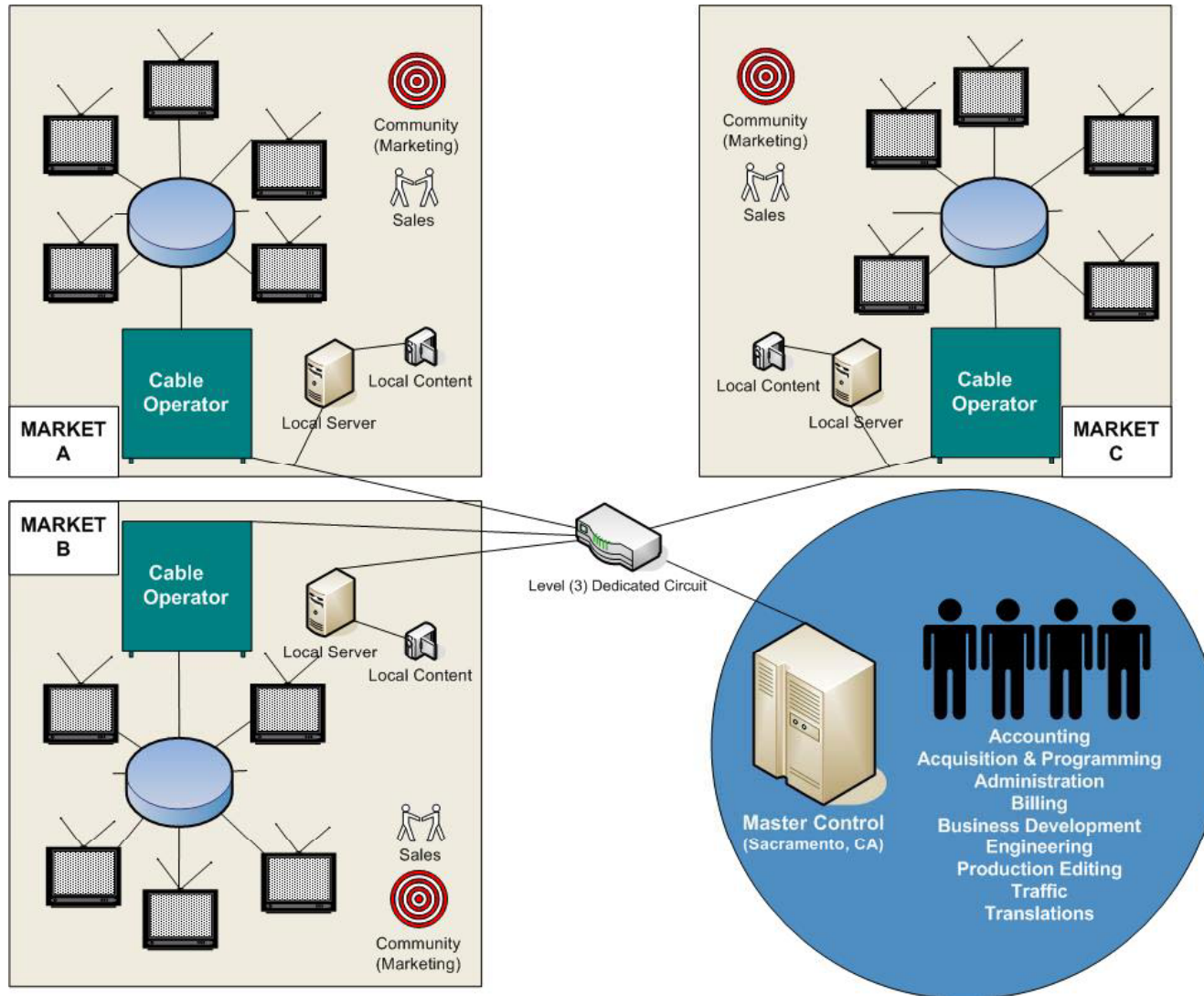




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Operations and Distribution

Capital Efficient, Scalable





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Community Marketing

Intense Involvement & Event Participation (Partial List)

- Brighton Beach Jubilee
- Chinese Dragon Boat Festival
- Chinese Firecracker Ceremony Festival
- Chinese New Year Parade & Celebrations
- Deepavali Festival
- Filipino Fiesta
- Harvest Moon Festival



- Hmong New Year Celebrations
- Indian Independence Day Celebration
- Punjabi American Heritage Festival
- Russian Summer Kids Festival
- Sikh Parade
- Sinag-tala Filipino Revue
- South East Asian Games
- Vietnamese Lunar New Year (Tet Festival)



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Contact:

Frank Washington
CEO & Founder

o - (916) 921-2290

c - (916) 921-2085

frank.washington@crossingstv.com



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